

ORDER



Orders
Order / Rev: 714287
Alt Order #: 06318988
Product Desc: OBAMA SCHED A
Estimate: 1798
Flight Dates: 09/18/12 - 09/24/12
Original Date / Rev: 09/17/12 / 09/20/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential, Political, PL-Federal
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/17/12	09/23/12	56	\$121,750.00	\$103,487.50
09/24/12	09/30/12	14	\$11,600.00	\$9,860.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	70	\$133,350.00	\$113,347.50	0.00
Totals	70	\$133,350.00	\$113,347.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	09/18/12	09/24/12	930-10a The Insider	CM	930-10a	MTWTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			3		\$250.00		0.00				
E 2	WUSA	09/18/12	09/24/12	10-11a Let's Make a Deal	CM	10-11a	MTWTF--	:30	5	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			5		\$1,000.00		0.00				
E 3	WUSA	09/18/12	09/24/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			5		\$1,500.00		0.00				
E 4	WUSA	09/18/12	09/24/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			5		\$700.00		0.00				
E 5	WUSA	09/18/12	09/24/12	DT Daytime (12:30 PM-3:00 PM)	CM	9a-3p	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			5		\$1,500.00		0.00				
E 6	WUSA	09/18/12	09/24/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			5		\$450.00		0.00				

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 7	WUSA	09/18/12	09/24/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	09/18/12	09/24/12	MTWTF--		5			\$500.00		0.00					
E 8	WUSA	09/18/12	09/24/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	8	\$300.00	P-2	0.00	NM	8	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	09/18/12	09/24/12	MTWTF--		8			\$300.00		0.00					
E 9	WUSA	09/18/12	09/24/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	09/18/12	09/24/12	MTWTF--		5			\$700.00		0.00					
E 10	WUSA	09/18/12	09/24/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	09/18/12	09/24/12	MTWTF--		5			\$900.00		0.00					
E 11	WUSA	09/18/12	09/24/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	09/18/12	09/24/12	MTWTF--		5			\$800.00		0.00					
E 12	WUSA	09/18/12	09/24/12	Letterman Late Night with David Letterman	CM	1135P-1237A	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	09/18/12	09/24/12	MTWTF--		5			\$900.00		0.00					
E 13	WUSA	09/18/12	09/24/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MTWTF--	:30	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	09/18/12	09/24/12	MTWTF--		5			\$1,800.00		0.00					
E 14	WUSA	09/23/12	09/23/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$25,000.00	P-2	0.00	NM	1	\$25,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	09/17/12	09/23/12	-----S		1			\$25,000.00		0.00					
E 15	WUSA	09/23/12	09/23/12	NFL Today NFL Today	CM	NFL Today	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	09/17/12	09/23/12	-----S		1			\$800.00		0.00					
E 16	WUSA	09/23/12	09/23/12	Redskins Football Redskins Football	CM	Regular Season F	-----S	:30	2	\$25,000.00	P-3	0.00	NM	1	\$50,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	09/17/12	09/23/12	-----S		2			\$25,000.00		0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
	1	NUSA	09/17/12-09/23/12	Redskins Football		Regular Season F	-----Su	:30		\$25,000.00		0.00	NM			
	See MG 16.3															
	2	NUSA	09/17/12-09/23/12	Redskins Football		Regular Season F	-----Su	:30		\$25,000.00		0.00	NM			
	See MG 16.3															
	3	NUSA	09/17/12-09/23/12	Redskins Football		Regular Season F	-----Su	:30		\$50,000.00		0.00	NM			
	Ⓜ MG for 16.1,16.2															
E 17	WUSA	09/22/12	09/22/12	Sa Game On Game On	CM	Sa 7-8p	-----S-	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	09/17/12	09/23/12	-----S-		1			\$650.00		0.00					

Totals 70 \$133,350.00